

A STUDY ON STUDENT'S PREFERENCES AND SATISFACTION TOWARDS SELECTED ONLINE WEBSITES WITH SPECIAL REFERENCE TO UNIVERSITY OF AGRICULTURE SCIENCES DHARWAD

STEPHAN RAJ¹, KAVYA V. H² & PRAKASH S TAMAGOND³

^{1,2}Department of Agribusiness Management, University of Agricultural Sciences Dharwad, Karnataka, India

³Department of Agriculture Extension, University of Agricultural Sciences Dharwad, Karnataka, India

ABSTRACT

The electronic commerce sector has seen unprecedented growth recent years. The growth was driven by rapid technology adoption led by the increasing use of devices such as smart phones and tablets, and access to the internet through broadband, 3G and 4G etc, which led to an increased online consumer base. Electronic commerce becomes one of the essential characteristics in the internet area. According to UCLA Center for communication policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail Using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online. Online shopping in India saw 12.8 per cent growth in the period between 2011-12, compared to only 40 per cent growth the previous year and where students are more involved in the online shopping. Hence this study made to know the customer preference towards online shopping in University of Agricultural Science, Dharwad with sample respondents of 60. This research also aims to find out the key factors that influence online buying behaviour of consumers and to identify the determinants of online purchase intention among customers.

KEYWORDS: Customer Preferences, Online Shopping, Time Saving, Security and Privacy and Cash on Delivery

Received: Jan 12, 2016; **Accepted:** Jan 23, 2016; **Published:** Jan 28, 2016; **Paper Id.:** IJHRMRFEB20165

INTRODUCTION

E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet. The trend of online shopping is set to see greater heights in coming years, not just because of India's rising internet population, but also due to changes in the supporting ecosystem. The Indian consumer's perception of online shopping has undergone a drastic change, and only for the good. India has an internet user base of about 243.2 million as of January 2014. Despite being third largest user based in world, the penetration of internet is low compared to markets like the United States, United Kingdom or France but is growing at a much faster rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75 percent of the e-retail activities. India's e-commerce market was worth about Rs 24,000 crores in 2009; it went up to Rs 75,884 crores in 2013. In 2013, the e-retail segment was worth 15277.42 crores. About 70 percent of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 and is expected to cross 100 million mark by end of year 2016. Electronics and Apparel are the biggest categories in terms of sales.

OBJECTIVES

- To investigate socio-demographic affect consumers preference towards online shopping.
- To discover the key factors that influence online buying behaviour of consumers.
- To identify the determinants of online purchase intention among customers.

METHODOLOGY

This study was conducted in the months of November -December 2015, was a sample of 60 respondents from the University of Agriculture Sciences, Dharwad. Among them 30 (girls) students and 30 (Boys) students are selected at purposively to know the online shopping preference towards consumer. Primary data were collected through the structured questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. The data were collected through personal interview method and data was processed and analyzed with the help of suitable statistical tools like frequency and percentage.

RESULTS AND DISCUSSIONS

Socio Economic Characteristics of Respondents

Table 1 shows that 75 per cent of the online shoppers are in the age group of 26 to 30, 15 per cent of respondents are belong to 23 to 25 age groups. 50.0 per cent of the respondents are both male and female, 30 per cent of the respondents are graduates and Post graduate respectably, 25 percent of respondents are Ph.D Scholars and 15 percent of respondents are diploma students and 53.3 percent of the respondent's parent's annual income ranging from Rs.100001 to 200000, 23.33 percent of respondent's parents income ranges from Rs. 200001 to 300000, 13.3 percent of respondent's parent's annual income is Rs.300001 to 400000 and 10 percent of respondent's parent's annual income is Rs. 400001 and above respectively.

Table 1: Socio Economic Characteristics of Respondents

Demographic Characteristics	No of Respondents	Percentage
AGE (years)		
19 to 22	3	5.00
23 to 25	9	15.00
26 to 30	45	75.00
30 & above	3	5.00
GENDER		
Male	30	50.00
Female	30	50.00
EDUCATIONAL QUALIFICATION		
Under Graduate	18	30.00
Post Graduate	18	30.00
Ph.D	15	25.00
Diploma	9	15.00
PARENTS ANNUAL INCOME (Rs)		
Rs.100001 to 200000	32	53.30
Rs.200001 to 300000	14	23.30
Rs.300001 to 400000	8	13.30
Rs.400001 & above	6	10.00

The 50 percent of the respondents are preferred to purchase electronic products followed by the books (25 percent), cosmetics (10 percent), clothes (8.3 percent) and groceries (6.7 percent) as shown in the Table 2 and Table 3 it shows clearly that 83.30 percent of the respondents consider the delivery time is a very important factor to make decision for online purchase, 75 percent of the respondents consider reputation of the company is very important factor and 81.7 percent of the respondents look over the security factors provided by the online shoppers to make decision for making online purchase.

Table 2: Preference Regarding Customer Purchase Goods through Online Shopping

Products	No. of Respondents (n=60)	Percentage (n=100)
Groceries	4	6.70
Cosmetics	6	10.00
Books	15	25.00
Electronics	30	50.00
Clothes	5	8.30

Table 3: Related to Factors influencing Decision making to Online shopping

Factors Influencing Decision making to opt Online Shopping	Very Unimportant	Unimportant	Neutral	Important	Very Important
Delivery time after order placed	0	0	0	10 (16.7%)	50 (83.3%)
Reputation of the company	0	0	5 (8.3)	10 (16.7%)	45 (75%)
Guarantees and Warrantees	0	0	3(5%)	16(26.7%)	41(68.3%)
Privacy of the customers information	0	5 (8.33)	8 (13.33%)	21 (35%)	26 (43.33%)
Good description of products	0	0	3(5%)	18(30%)	39(65%)
Security	0	1(1.7%)	3(5%)	7(11.6%)	49(81.7%)

Table 4: Relating to Factors Influence Customer Preference towards Online Shopping

Factors Influence Customer Preference towards Online Shopping	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Shopping through the internet saves time	0	0	7(11.7%)	21(35%)	32(53.3%)
Any time and any day shopping	0	0	5(8.3%)	20 (33.33)	35 (58.33)
Difficulty in purchasing Through online	20 (33.33)	20 (33.33)	10 (16.66)	5 (8.33)	5 (8.33)
Risk of online shopping	21(35%)	15(25%)	19(31.7%)	1(1.7%)	4(6.7%)
Online shopping eventually Supersede traditional shopping	0	9(15%)	14(23.3%)	30(50%)	7(11.7%)
Online price is Lower than actual price	0	7(11.7%)	9(15%)	12(20%)	32(53.3%)
Long time is required for Delivery of products	20(33.3%)	17(28.3%)	14(23.3%)	4(6.7%)	5(8.3%)
Description of products shown on the website are very accurate	2(3.3%)	1(1.7%)	17(28.3%)	34(56.7%)	6(10%)

The table 4 shows that 32 respondents strongly agree that Shopping through the internet saves time, 58.33 percent of respondent strongly agree that Any time and any day shopping, 53.3 percent of the respondents strongly agree that Online price is Lower than actual price, 56.7 percent of the respondents agree that description of products shown on the website by the online retailer are very accurate and this influence to make online purchase and 33.33percent of the strongly disagreed that Difficulty in purchasing Through online and Table 5 shows that 36.7 percent of the respondents hesitate to

make online purchase for fear of risk of loss of privacy and 35 percent of the respondents feel that online shopping process is more complex when compared to traditional shopping. The overall online shopping preferences with reference to UAS, Dharwad students are high (63.3 percent).

Table 5: Relating to Factors Refraining/Keeping you from Shopping on the Internet

Factors Refraining/Keeping you from Shopping on the Internet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Difficulty in returning products	0	12(20%)	24(40%)	17(28.3%)	7(11.7%)
Risk on loss of privacy	0	8(13.3%)	29(48.3%)	22(36.7%)	1(1.7%)
Complex process compared to traditional shopping	1(1.7%)	17(28.3%)	14(23.3%)	21(35%)	7(11.7%)
Not being able to touch the products	4(6.7%)	20(33.3%)	13(21.7%)	17(28.3%)	6(10%)
Online shopping more expensive than sold in store	5(8.3%)	15(25%)	22(36.7%)	15(25%)	3(5%)
Bad experience towards online shopping	3(5%)	29(48.3%)	16(26.7%)	12(20%)	0

Table 6: Overall Online Shopping Preferences

Particulars	No. of Respondents (n=60)	Percentage
Low	22	36.7
High	38	63.3

CONCLUSIONS

One of the fastest growing areas of e-commerce is online purchasing, the internet provides a platform where sellers and buyers can come in contact for sale and purchase of goods and services. This study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Furthermore, the study was taken among the students ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that students preferred to accept online purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This research shows that online shopping is having very bright future in India and most of the youth prefer online shopping. Perception towards online shopping is getting better in towns and as well as in the rural areas of India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores.

REFERENCES

1. Ankur kumar, Rastogi., 2010, *A study of Indian online consumers and their buying behavior*. International Research Journal, 1(10) ISSN-0975-3486.
2. Bhatnagar, A., Misra, S. and Rao, H. R., 2000, *Online risk, convenience, and Internet shopping behavior*, Communications of the ACM (43:11): 98-105.
3. Meharaj Banu, A., Usha Rani, M., Malini, R., Idhayajothi R. and Pavithra, G., 2014, *A study on customer preference towards online shopping with special reference to tiruchirappall district*, International Journal of Advanced Research in Management and Social Sciences, 3(5).

4. *Mishra, Sita., 2007, Consumer preference towards online shopping for Clothing, The ICFAI Journal of marketing.6(1): 32-39.*
5. *Nidhi Vishnoi, Sharma. and Varsha, Khattri., 2013, A study of online shopping behavior and its impact on online deal websites. Asian Journal of Management Research. 3(2): 394-405.*
6. *Nierop, J.E.M.V., Leeflang, P.S.H., Teerling, M.L. and Huizingh, K.R.E., 2011, The impact of the introduction and use of an informational website on offline customer buying behavior. International journal of research in marketing, 28 (2): 155-165.*
7. *Ruchi, Nayyar. and Gupta, S. L., 2011, A study on determinants of Internet Buying Behaviour in india. Asian Journal of Business Research. 1(2): (53-65).*
8. *Shalini.S. and Kamalaveni, D., 2012, Online buying behavior of netizens: A study with reference to Coimbatore, Tamil nadu." 43(8): 35-45.*
9. *Thongpapanl, N. and Ashraf, A. R., 2011, Enhancing online performance through website content and personalization. Journal of computer information systems. 52(1): 3-13.*

